GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:470
ANSWERED ON:21.10.2008
IMPROVEMENT IN MARKETING SYSTEM OF DOORDARSHAN
Panda Shri Prabodh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to recognise/improve the marketing system of Doordarshan in the country to increase the revenue collection;

(b) if so, the details thereof; and

(c) the steps taken/proposed to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (ADDITIONAL CHARGE) (SHRI ANAND SHARMA)

(a) to (c): Prasar Bharati have informed that in order to improve the marketing system of Doordarshan and All India Radio, they have opened Marketing Divisions in nine major cities of India namely New Delhi, Mumbai, Kolkata, Chennai, Hyderaabad, Bengaluru, Thiruvananthapuram, Guwahati & Jalandhar.